

# British Cattle Breeders Club

## Rebrand 2021



### About the Club

The British Cattle Breeders Club provides a forum for exchange between scientists and breeders of beef and dairy cattle. We are a unique 'family' of farmers, researchers, industry, and young people – all dedicated to the advancement of breeding and genetics within the British cattle industry. We pride ourselves on an unrivalled camaraderie that welcomes all and encourages lively debate and discussion in a relaxed and enjoyable way. Continuing to move with the times and remain relevant to the huge diversity of our members remains at the forefront of what we as a Club strive to do.

At the annual British Cattle Breeders Conference, papers are presented by leading scientists, breeders, industry specialists and veterinarians. The Conference is a truly international occasion, providing a unique opportunity to meet other breeders, industry specialists and scientists in a warm and friendly environment. We will be looking to find speakers for the 2022 programme who can deliver the latest developments in research, technology, and best farming practices in an inspiring and engaging way.

### *Our Mission Statement*

*The Club aims to improve the breeding of British cattle by promoting knowledge.*

- *By collecting, collating and distributing available information and data of practical and scientific interest.*
- *By promoting the exchange of all such information and data amongst breeders of cattle at home and overseas.*

The Club was founded in 1946 by the late Sir John Hammond, with the first conference held in 1948, its aim then was, as it is now, to improve the breeding of livestock by promoting knowledge.

Primarily, knowledge has been disseminated at the annual BCBC Conference and through the Digest publication containing the conference papers, distributed annually. The past twelve months have brought about a great many challenges for everyone, whoever could have envisaged the devastating impact that a global pandemic could have had on many industries, livelihoods and families, not just at home, but on a global scale? Due to the pandemic, a change of format was necessary for the 2021 Conference in January, where the club hosted the first 'virtual' BCBC event, which was a resounding success. As we continue to move into a digital based era, with information required on demand, regular interaction through social media, discussion groups, webinars, inviting overseas speakers via video link, and many further opportunities that we can explore to promote knowledge. Our Club needs to move forward, promote and embrace this new era through various channels including its branding and engage with as many interested parties as possible.

### **British Cattle Breeders Club**

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🐦 @CattleBreeders

📷 @cattlebreeders

🌐 [www.cattlebreeders.org.uk](http://www.cattlebreeders.org.uk)

📘 British Cattle Breeders Club

#BCBC2021

## The Brief

The Club believes that this is a great time to be in our industry and that we have so many opportunities yet to explore. BCBC last underwent a rebrand over ten years ago and the Club feels that it is extremely important to review branding periodically. With this in mind, we are looking for a keen and inspiring candidate who can give the BCBC brand a new, fresh, and exciting look, that appeals to all ages of our industry and keeps the values of the club at heart.

'A Breath of Fresh Air' is the theme chosen by the current Chair, Dr Karen Wonnacott, for the 2022 conference in January, and the committee would look at launching the rebrand at the event to the conference delegates. We feel that the Conference will be the perfect place to launch our fresh look and demonstrate that we are a progressive and forward-thinking Club. Our aim is to make the complexities of breeding and genetics accessible to all and to provide practical advice to positively influence the uptake of new technologies.

- The Club feels that now is the right time for us to demonstrate our commitment to bridge new technology, research and development in cattle breeding and genetics and make it accessible to farmers and the wider industry.
- We would like to position breeding at the forefront of peoples minds and encourage an emphasis on productivity, efficiency and reducing environmental impact.

What we are asking the candidate to deliver to BCBC:

- A proposed new logo sketch/design incorporating the shortened club name 'BCBC' and the full Club name 'British Cattle Breeders Club'
- A tagline that encapsulates the Clubs' core values and generates interest from the industry
- Propose a new #, to be used at the annual conference (we currently use #BCBC21) for consideration by the Club Committee
- There will be a free-text opportunity on the application form to highlight any suggestions to the Club that the candidate thinks may help to raise our profile, increase our membership and ensure we remain relevant in changing times.

This is an exciting opportunity for a student or young person (aged 26 or under) working in, or with a keen interest in marketing, with a flair for design, to explore what BCBC has to offer. It would also be attractive to anyone who has an interest in cattle breeding and the advancement of genetics, although this is not essential.

## Styles to avoid

- We would prefer that if a stylised cow was suggested, please avoid a specific breed as we would not want to show preference towards one breed over another.

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## The Prize

BCBC will award the successful candidate with:

- One year's free membership of BCBC worth £45
- A free delegate day place to attend the 2022 conference
- Monetary prize of £250
- The successful candidates work will be acknowledged during the conference by means agreeable by all parties.

The successful candidate will be able to use the research, design and execution of the rebrand within their portfolio/CV and course project, as appropriate.

## How to apply

Please complete the attached form and forward your proposed logo artwork to the secretary Heidi Bradbury by email to [heidi.bradbury@cattlebreeders.org.uk](mailto:heidi.bradbury@cattlebreeders.org.uk)

**Deadline for applications: 12 noon Friday 9<sup>th</sup> July 2021.**

**Shortly after this date we will select 3 applicants to go through to the next stage, where they will be required to submit the proposed logo in high resolution formats (PNG and JPEG formats) to enable the winning logo to be used in various formats.**

**The Deadline for the 2<sup>nd</sup> Stage: 12 noon Friday 17<sup>th</sup> September 2021**

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[www.cattlebreeders.org.uk](http://www.cattlebreeders.org.uk)

Follow us on Twitter @CattleBreeders, Instagram @cattlebreeders, and on Facebook

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## Application Form

### APPLICANT DETAILS

NAME:

ADDRESS:

EMAIL:

MOBILE NUMBER:

AGE:

STUDYING AT (if applicable):

PLEASE EMAIL YOUR PROPOSED BCBC/ British Cattle Breeders Club LOGO SKETCHES

SUGGESTED NEW TAGLINE TO ENCAPSULATE BCBC CORE VALUES AND HAVE A WIDE APPEAL TO A VERY DIVERSE MEMBERSHIP/AUDIENCE

SUGGESTIONS FOR NEW CONFERENCE #

- 1.
- 2.
- 3.
- 4.

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OPEN TEXT FOR ADDITIONAL SUGGESTIONS TO IMPROVE BCBC COVERAGE AND APPEAL:

I GIVE CONSENT FOR BCBC TO USE MY DATA FOR BCBC PURPOSES AS PER THE BCBC PRIVACY POLICY (AVAILABLE TO VIEW AT [WWW.CATTLEBREEDERS.ORG.UK](http://WWW.CATTLEBREEDERS.ORG.UK))

SIGNED: .....

DATE: .....

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